
UNIVERSITI SAINS MALAYSIA
In Collaboration With

TAYLOR'S COLLEGE

Second Semester Examination
Academic Session 2004/2005

March 2005

YBP 221 – Planning and Evaluation of Communication Campaign
[Perancangan dan Penilaian Kempen Komunikasi]

Duration: 2 hours
[Masa: 2 jam]

Please check that this examination paper consists of THREE pages of printed materials before you begin the examination.

[Sila pastikan bahawa kertas peperiksaan ini mengandungi TIGA muka surat yang bercetak sebelum anda memulakan peperiksaan ini.]

Answer **QUESTION NO. 1** which is compulsory and **ONE** other question.
*[Jawab **SOALAN NO. 1** yang diwajibkan dan **SATU** soalan lain]*

Each question carries 100 marks.
[Sumbangan markah tiap-tiap soalan ialah 100 markah.]

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Seafood Safe for Consumption

Local experts debunk rumours fish feed on dead bodies

By Susan Tam

PETALING JAYA: Contrary to wild rumours, it is safe to eat fish and other seafood sold in domestic markets, said local marine and fisheries experts.

Fisheries Development Board Malaysia director-general Datuk Junaidi Che Ayub said the popular belief that local fish and shellfish would feed on decaying bodies was untrue.

"Studies on the feeding habits of fish sold in our markets have shown that they eat live organisms such as smaller fish squid and plankton," he said yesterday.

He was asked to comment on rumours that fish and other seafood, especially those sourced from tsunami-hit areas, would be contaminated and diseased after feeding on dead bodies.

Marine biologist Dr Aileen Tan said it was safe to eat fish or shellfish as most of the local catches were sourced from unaffected waters like the South China Sea and Straits of Malacca and not in the Indian Ocean or Andaman Sea.

"There is also no truth that fishes nibble on corpses floating on the surface as they usually eat other fish and plankton," added Dr Tan, who is with Universiti Sains Malaysia's Centre for Marine and Coastal Studies.

She said the public must not believe in such rumours without verification from experts or the authorities....

(Source: Sunday Star, Nation, page 14, 16 January 2005)

1. Based on the news report entitled "Seafood Safe for Consumption" by Susan Tam, the Fisheries Development Board Malaysia would like to know if it is necessary to plan a campaign to help regain consumer confidence in consuming seafood.

Create a KAP survey to help them determine the next course of action. Use open-ended or closed-ended questions, or both. Pre-coding is required for closed-ended questions.

(Berpandukan liputan akbar Seafood Safe for Consumption oleh Susan Tam di muka surat 2, Lembaga Kemajuan Ikan Malaysia ingin mengetahui tentang keperluan mengadakan satu kempen untuk menyakinkan pengguna bahawa memakan makanan laut adalah selamat.)

(Sediakan soalselidik tinjauan KAP untuk membantu Lembaga Majuikan merancang kempen tersebut. Gunakan soalan terbuka dan tertutup atau kedua-duanya. Soalan tertutup perlu prakoding.)

2. What is the relationship between knowledge, attitude and behavior? Explain, with appropriate examples, the importance of knowledge, attitude and practice data for the planning of a strategic campaign.

(Apakah kaitan antara pengetahuan, sikap dan perilaku? Terangkan, dengan contoh-contoh yang sesuai, kepentingan data pengetahuan, sikap dan amalan untuk perancangan kempen strategi.)

3. What is a campaign and what are the factors that contribute to its success, as discussed by Rogers and Storey (1987) as well as R. Adhikarya (1994).

(Apakah yang dimaksudkan dengan kempen dan apakah faktor-faktor yang menyumbang kepada kejayaannya, seperti yang dibincang oleh Rogers dan Storey (1987) serta R. Adhikarya (1994).)